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What

*becomes of the
Dollars you Save
When you buy
Low Priced
Strawberry
Plants*

?



Remaps You think that You are Saving Money when You buy Cheap Strawberry Plants

What is Economy?

Economy is the disposition to save and it is a mighty good thing for all of us, but when we try to save money we must always look ahead and see what is going to become of the dollars we save—later on. If we don't they may take wings and fly away and even carry a few more good dollars with them in the bargain.

For instance, you might save a dollar or so on a pair of shoes only to find later on that the shoes did not wear and you had to buy another pair. Or perhaps you bought some cheap paint which only peeled off soon after it was put on and you had the whole expensive job to do over again. If you are a farmer or gardener, undoubtedly you have experienced the disappointment which comes when you try to save money by buying cheap seed. If it doesn't sprout, or if it isn't clean and is full of weed seeds, you know as well as I do that this means a big loss to you. The same rule holds true when you buy Strawberry Plants. Putting cheap plants into good soil is FALSE economy, because cheap plants are usually the most expensive in the end. It pays to buy the best. Plant high quality, hardy, vigorous, thorobred Strawberry Plants if you want real, TRUE economy, because they will produce more berries and be the cheapest in the end. Here are some people who have had experience with both kinds of plants:—

Let these folks tell you what Real Economy is

KELLOGG'S CHEAPER AT \$10.00 THAN OTHERS AT \$1.50

Washington, Pa.
The plants which you sent me the last of April look fine. I have seen a good many patches but none like this one. I got 6,000 plants, and have 5,790 living.

Your plants are the cheapest plants I ever bought. I bought plants for eight years as low as \$1.50 a thousand, and yours are cheaper at \$10.00. I want more next spring. Everybody would that see my patch. I would like for the whole world to see it.

Jacob Rodgers.

KELLOGG'S HAVE NO EQUAL

"I have grown Strawberries in my home garden for the past 20 years but never had any to equal the Kellogg Strawberry produced from the plants I bought from you last spring. In flavor, size, color and yield, they are exceptional and I intend to order more Kellogg Thorobreds next spring."

Chas. H. Wells, Massachusetts.

KELLOGG'S YIELD DOUBLE

"The 100 Kellogg's Big Late and 100 Premier I bought of you last spring are very fine. I have purchased strawberry plants of your company off and on for the last 25 years and they have yielded at least double the quantity of fruit I have raised from plants purchased elsewhere."

L. F. Search, Alabama.

KELLOGG'S WORTH THREE TIMES

MORE

"I have received catalogs from about 15 different strawberry companies but Kellogg's is the "Cream" of them all."

"Kellogg's are worth three or four times as much as some of the weak plants bought of other companies."

"At first I thought you were a little higher in price than other companies; but that is over-balanced many times by your high-quality plants; it is not how cheap, but how good that counts."

Ira Fletcher, Pennsylvania.

Kellogg's Thorobred Strawberry Plants are the cheapest in the end—And I can prove it!

Just compare the figures on the blackboard below, showing the vast difference between ordinary Strawberry Plants and Kellogg's Thorobred Plants. Those figures speak for themselves.

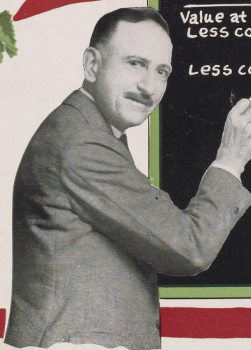
I have tried to be more than fair in making this comparison. U. S. Government reports show that the average yield of Strawberries in the United States is only 1,482 quarts per acre. Just to be absolutely fair, however, on the blackboard below I have given ordinary plants credit for producing more than twice that amount, or 3,000 quarts per acre.

Kellogg Customers everywhere are reporting yields at the rate of 5,000, 10,000 and even as high as 15,000 quarts per acre, but again to be absolutely fair, on the blackboard below I am giving Kellogg's Thorobred Plants credit for only 5,000 quarts per acre.

Also, in spite of the fact that Kellogg Customers report having received 25c to 35c and more per quart. I am allowing only 20c per quart as a fair selling price for Kellogg's Thorobreds as well as the Ordinary plants. This 20c, less 5c per quart for picking, packing and boxes leaves a net selling price of 15c per quart for both kinds of berries. The cost of preparing the soil, planting and cultivating will be the same in both cases and I have

taken \$100.00 per acre as a fair average amount. Now, go over my figures on the blackboard below, carefully, and you can see for yourself why Kellogg's Thorobred Plants, even if they cost a little more in the beginning, are by far the cheapest Strawberry Plants in the end.

S. E. Beatty
President.



Ordinary Plants 3000 quarts	Kellogg's Thorobreds 5000 quarts
Value at 15¢ per quart --- \$450.00	\$750.00
Less cost of growing --- 100.00	100.00
350.00	650.00
Less cost of plants --- 19.50	39.00
NET PROFIT \$330.50	\$611.00

Amount saved on cheap plants --- \$19.50
Amount lost in profits --- 280.50
Amount lost in the end for every dollar saved in the beginning --- \$14.39

\$500 to \$1200 Profit per Acre From Kellogg's Thorobred Plants

Kellogg Strawberries Grown the "Kellogg Way" will produce Bigger Yields and Bigger Profits than any other crop you can grow

BIG PROFITS! That is what you want. MORE MONEY! That is what we are all after—and if you have a piece of ground that is bringing you in only a small profit—or no profit at all—I don't care whether it is a square rod, an acre, or a ten acre patch—you can set that unprofitable land to Kellogg's Thorobred Strawberry Plants and make five times BIGGER PROFITS and MORE MONEY on it than from any other crops you can grow.

Right now, there are thousands of men and women throughout the United States and Canada who are actually producing at the rate of 5,000 to 10,000 and even as high as 15,000 quarts of strawberries per acre from Kellogg's Thorobred Plants.

Think of it! That means a clear profit of from \$500 to \$1200 per acre and sometimes more. Compare this with what you make these days off of ordinary crops such as corn, oats, wheat, potatoes, etc. Why, if you make \$50 an acre from field crops you are doing wonderfully well—and you have to work night and day to do it.



You can get these big yields and Big Profits from Kellogg's Thorobred Strawberry Plants just as easily as other folks are doing it. They are only ordinary folks like yourself, with the ordinary kinds of soil—BUT—they saw the BIG opportunity which Kellogg Plants grown the "Kellogg Way" offered them and they grasped it.

There are dozens of families right here, in and around our little town of Three Rivers, who are taking in more real money—making a bigger profit each year off of an acre of Kellogg Thorobred plants than the ordinary farmer can make from 20 acres of grain crops.

Most of these folks own their own places. They are riding around in their own automobiles—enjoying the comforts, the pleasures, and even some of the luxuries of life—and it is the extra money which they get off of their Kellogg Strawberry patch that is making these things possible.

It's Easy to make Big Money in the Strawberry Business

ONE man working just ordinary hours—six days a week with Saturday afternoons off—can easily take care of four or five acres of Kellogg Strawberries, the "Kellogg Way," all by himself, without hiring any extra help, except at plant-setting time and picking time.

You don't need any expensive machinery or equipment to grow Strawberries the "Kellogg Way." Strawberries are as easy to grow as ordinary garden vegetables. If your strawberry patch is large enough to plow you can easily get a man with a horse to plow and prepare your land in the spring for a very small cost (about \$4 or \$5 per acre), and from then on an ordinary garden cultivator, a hoe and a rake are all the tools you need.

Growing Strawberries the "Kellogg Way" is so easy and so profitable that even the women folks find no difficulty in making a go of it. A large part of our customers each year are women, which certainly proves that there is nothing difficult about growing strawberries.

Turn Your Spare Time into Cash

If you cannot afford to devote all your time to growing strawberries, then why not devote your spare time to it and turn those extra hours into cash. You can easily hold your present job and still grow a half acre, an acre, or even more of Kellogg Thorobreds in your spare time. If your present job is an inside job, so much the better for you. Your strawberry work will take you into the open, and instead of being an added burden on your shoulders, it will be a pleasurable hobby and a blessing to your health.

There is no work to be done on your strawberries in the winter and in the summer the days are long so that you can easily spend an hour or two each day after supper or even before breakfast in your strawberry patch. Many business men, even, have a strawberry garden of a few hundred plants which they make their hobby, and they do it simply for the health and pleasure there is in it.

Our Free Service Department will show you how and help you get started

After you have read what our other customers say about Kellogg plants and have seen from this what money there is in strawberries, you will want to get started yourself. Don't worry about your ability to produce big yields for we will give you all the help you will need. If there is anything you want to know, just write our FREE SERVICE DEPARTMENT and we will answer all your questions promptly and give you the benefit of nearly a half century's experience in growing strawberries.

It is best that you send us your order as soon as possible, to be sure of getting the best varieties, but if you would rather have our FREE SERVICE DEPARTMENT help you make your selection, just write us (a postal card will do) telling us the size of your piece of land and whether you want the plants for home use or for market and we'll make up a selection exactly suited for your needs and one calculated to be profitable at that.

Don't delay, either send your order, or write us today.

R. M. Kellogg Co., Three Rivers, Mich.



Are you willing to do what H. N. Hansen did to make \$70.68 in your spare time?

Bennett, Wis.
Just a few lines about your Dunlap I got a year ago. I had just 1-20 of an acre and sold berries for \$70.68 and that is a little better than \$1400.00 per acre. I see by your headlines "From \$500.00 to \$1200.00 per acre" you have my permission to raise it to "\$800.00 to \$1400.00 per acre" and still tell the truth.
H. N. Hansen.

KELLOGG GARDEN INCREASES VALUE OF PROPERTY.

Leaksville, N. C.
I have sold our house and lot, and on account of my Kellogg Strawberry Garden, I got at least \$50.00 more than we would have secured without the garden.

In addition to this \$50.00, we made a Clear profit from the berries of \$102.35 and used 100 quarts in our own home, and, in addition to this, we won the first prize—a check for \$25.00—ALL FROM AN INVESTMENT OF ONLY \$8.00.

Kellogg's Strawberries grown the Kellogg way are a paying proposition.
T. C. Cook.

KELLOGG'S SELL THEMSELVES AT HIGH PRICES.

Crown Point, N. Y.
The few strawberry plants I ordered a year ago netted me 800 quarts of berries. I asked 25c per quart and you only had to sell a quart in a place to sell twice as many as you ever dreamed of planting.

I am going to raise all I can harvest. I will plant more and more if I can get the help. Just we alone can harvest \$1000.00 worth.

Send your price list for next year as soon as it is printed, and catalog including.

LeRoy, Downing.
NOTE:—Mr. Downing had only 525 plants and his gross receipts at 25c per quart would be \$200.00 from this small patch.

\$386.00 FROM 250 PLANTS.

Newtown Square, Pa.
I purchased one of your Prize Gardens for 1923. I was only a novice but I picked 772 quarts up to September 1, 1923 and sold them to consumers at the gate for an average price of 50c per quart, and we are still gathering berries from the garden. I know you will receive some orders from our neighbors who saw our garden.

John H. Friel.
NOTE:—Mr. Friel would have won first prize had his report reached us before September 15.



Geo. Beaudette made \$1800 from one acre of Strawberries —You can do the same.

Bessemer, Mich.

Two years ago I purchased 6,000 Senator Dunlap plants from you and had very good returns from them considering the land I had to plant in. I picked and sold nearly 9,000 quarts at an average of 20c per quart. From now on, I will purchase none but Kellogg plants.

George Beaudette.

\$1500.00 PROFIT FROM ONE ACRE

Middlebury, Vt.

I have grown Kellogg Strawberries exclusively for the past fifteen years. I seldom make less than \$1200.00 per acre. Last year I made \$1500.00 per acre from Kellogg everbearing. When I visited your farm last October, I was convinced that you do even more than we claim.

W. L. Forbes.

PROGRESSIVE PROFITABLE FIRST YEAR.

Fremont, Neb.

Off of 2000 Progressive plants bought of you last spring, I sold from July 25 to October 10, \$195.45 worth of berries besides canning and giving some away. Plants promising to bear another good crop this year.

Max Stecks.

PAID FOR \$4000.00 HOME.

Lansing, Mich.

I started growing Kellogg strawberries only a few years ago, with no experience and very little capital. In a short time the profits from only two acres of Kellogg Pedigree plants had fully paid for my \$4000.00 home. I have found Kellogg Pedigree plants exceedingly productive and profitable.

E. D. Andrews.

Kellogg's Money Makers



Here's the Plants Themselves

When you buy strawberry plants, you are in reality depending upon some one else to do the first half of your work, namely the growing of the plants; and since the plants are the *foundation* of your success you should see to it that this first half is well done.

Just look at the wonderful root system these plants have attained after only 90 days growth and you will have ample proof that the first half of your work is *exceedingly well done* when you buy Kellogg plants.

If vigor can be pictured at all, it is pictured in these plants. Kellogg plants are just as vigorous and healthy as they look, and they are just as productive as they are vigorous.

ALL the varieties listed in our catalog are money makers, but the three illustrated here are particularly popular with commercial growers.

GIBSON is popular because it is a very vigorous grower and a healthy grower. It is a heavy producer of fine large berries which are solid enough to stand shipping and which present such a pleasing appearance in the box that they sell themselves on any market.

KELLOGG'S DELICIOUS is particularly valuable for supplying high class trade. It does not produce as many runners as Gibson, or Marvel, but tends to specialize on high quality fruit. If you are supplying a discriminating class of buyers, by all means use Delicious. The flavor of this variety is so wonderful that your customers always come back for more at your own price. Its flavor also makes it one of the best varieties for use in a home garden.

KELLOGG'S MARVEL is valuable on the poorer soils as it is a variety that will fight its own way. The berries are solid enough to carry to market well, and have an excellent flavor and appearance—very highly colored. They are borne on strong, up-right fruit stalks which hold them out of the dirt and thus make them most desirable for market purposes.

Include at least one of these three varieties in your order.



KELLOGG'S MARVEL



GIBSON



KELLOGG'S DELICIOUS

Kellogg's Strawberry Gardens



Kellogg's Back Yard Garden

Don't the mere thought of delicious strawberry shortcake make your mouth water? And can't you just imagine how good it would taste if the berries came fresh from the vines of this Back Yard Garden?

Well, this garden occupies a space only about 20x30 feet and can be made to occupy even less if you'll let us tell you how, so you can easily find room for it.

Is it easy to grow? Yes, all the varieties in the Back Yard Garden are vigorous growers and will fight their own way on most any soil; and they will even do well where there is shade, needing the sun only a part of the time.

There are 200 hardy plants as follows:

50 Kellogg's Delicious.....	\$.95
50 Kellogg's Marvel.....	.95
50 Dr. Burrill.....	.95
50 Gibson.....	.75

Total.....\$3.60

The total regular price of this garden is \$3.60, but we are selling it at a *special price* of \$3.25 delivered, and are including a Dibble for setting the plants and Mrs. Beatty's "Strawberry Dainties" besides. (\$4.45 in Canada, duty and delivery prepaid.)

Combination Garden

Here's your garden if you are a "year-round" strawberry enthusiast, for it will give you fresh berries both summer and fall and canned ones in the winter.

Progressive is an everbearer and will give you your fresh fall berries, while Delicious, the best flavored variety we have, will give you your fresh spring berries; Senator Dunlap and Marvel are excellent canned and preserved, as well as fresh, so they will give you your winter berries. The Combination Garden is just as easy to grow as the Back Yard Garden.

It is composed of the following varieties:

50 Progressive everbearing.....	\$1.65
50 Senator Dunlap.....	.65
50 Kellogg's Delicious.....	.95
50 Kellogg's Marvel.....	.95

Total.....\$4.20

Although the total regular price is \$4.20, we are making a special price of only \$3.75, and will send you besides, one Kellogg's Dibble and Mrs. Beatty's "Strawberry Dainties" free. Also Free Service and Free Delivery. (\$5.00 in Canada, Duty and Delivery prepaid.)

\$3.75
Delivered
FREE



FREE

This New
RECIPE
BOOK is
given Free
with
Each
Order



Whether your order is large or small, Mrs. Beatty's new recipe book will be sent to you absolutely free and postpaid, as soon as your order is received. Mrs. Beatty's "Strawberry Dainties" is not a large book, but it is worth its weight in gold because it gives the latest improved methods of preparing strawberries for the table. And, it also tells you how to make many other appetizing good things to eat. A copy should be in every home.

Kellogg's Big Four Garden

Here is a garden that pays for itself—yes, even makes a big profit, for it will produce enough berries for your own use and lots to sell besides.

The four standard varieties which make up this garden produce, without a doubt, the most wonderful strawberries the world has ever known. They will give you a continuous flood of big, red berries throughout the entire strawberry season. Kellogg's Premier is the choicest extra-early variety ever originated. Dr. Burrill excels all other mid-season varieties. Magic Gem comes next with a load of luscious gems, while Kellogg's Prize (or Big Late) will close the season with an enormous crop of big, red, ripe, beauties.

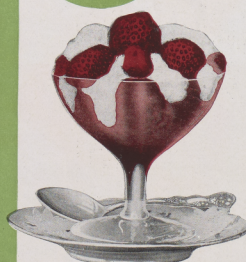
This Big Four Garden consists of 400 Thorobred plants as follows:

100 Kellogg's Premier.....	\$1.45
100 Dr. Burrill.....	1.45
100 Magic Gem.....	1.45
100 Kellogg's Prize (or Big Late).....	1.45

Total.....\$5.80

The special price we are giving on this garden is \$5.35, and we also give one Kellogg's all-metal Dibble Free, Mrs. Beatty's "Strawberry Dainties" Free, Free Service, and Free Delivery. (Canadian price \$7.25, Duty and transportation prepaid.)

\$5.35
Delivered
FREE



Big Money Making Garden

If you are looking for profit more than anything else, here's a garden that will suit your needs, besides giving you berries for your own table; and you can care for it in your spare time. Just the thing to earn the money for that luxury you have been wanting: a victrola, radio, or even an automobile; or just the thing with which to start into the strawberry business without giving up your present job.

One hour per day, five days a week, during the summer will be enough to give this garden ample care.

The varieties composing this garden are all money makers and will do well anywhere that strawberries are grown. Here they are:

200 Senator Dunlap.....	\$1.35
200 Warfield or Aroma.....	1.35
200 Gibson or Haverland.....	1.60
200 Kellogg's Marvel.....	2.15
200 Kellogg's Delicious.....	2.15

Total.....\$8.60

The total regular price of this garden is \$8.60, but we are going to deliver it right to your town, all transportation charges prepaid, together with one Kellogg's all-metal Dibble and Mrs. Beatty's "Strawberry Dainties" for only \$7.95. (Canadian price \$10.75, Duty and transportation prepaid.)

\$7.95
Delivered
FREE



\$3.25
Delivered
FREE



R.M. Kellogg Co. ~ Three Rivers, Mich.

KELLOGG'S Grand Prize GARDEN

We don't give a bag full of money with the Grand Prize Garden, but, just the same, this garden does make enormous profits for our customers, and it gives you, besides, an opportunity to earn a cash prize *along with the big profits.*

There are three prizes: First prize, \$25.00; second prize \$15.00; and third prize, \$10.00.

All you need do to compete for a prize, is to buy and set one of these gardens, grow it by the hill system, and then report to us *before September 15, 1925* the total number of quarts picked up to *September 1, 1925*, and the average price per quart.

Prizes will be awarded to the three reporting the highest yields, and in case of a tie, each tying contestant will be awarded the full amount of the prize indicated.

The Grand Prize Garden consists of the following:

50 Kellogg's Premier	\$.95
50 Dr. Burrill95
50 Big Late or	
Kellogg's Prize	.95
50 Kellogg's Marvel	.95
50 Progressive	
everbearing....	1.65

Total..... 5.45

Special delivered price \$4.95. One Kellogg All-metal 65c Dibble Free. Mrs. Beatty's "Strawberry Dainties" Free. Free Service and Free Delivery.

(Canadian price \$6.75, duty and delivery prepaid.)

PRICE
\$4.95
Delivered in U.S.A.



SEE WHAT THESE OTHERS HAVE DONE

Consisting of only 250 plants and occupying a space only 25x30 feet, or one of similar area, this is the most marvelous money maker that we have. Read the testimonials from the three prize winners below and see what it has done for them.

Give it good care and attention and perhaps it will do even better for you.

R. M. Kellogg Co., Cookatown, N. J. Sept. 25, 1923

Dear Sir: I am well pleased with my Prize Garden. The total number of quarts which I have picked is 568, this includes the whole yield for 1923.

The total amount of berries sold, come to \$194.40. Total expenditures amounted to \$14.90. Net income, \$179.50.

Yours respectfully,
Harry J. Burns.

R. M. Kellogg Co., Sept. 10, 1923
Three Rivers, Mich.

Dear Sir: I am enclosing report of yield from my Cash Prize Garden up to September 1, which amounted to 648 quarts and averaged me 30c per quart. I think that is a pretty good yield.

Yours truly,

W. T. Furrow,
Vicars Switch, Va.

R. M. Kellogg Co., Sept. 8, 1923
LeRoy, Ill.

Dear Sir: I bought a Prize Garden of you the spring of 1922. During this season, 1923, I have picked 727 quarts of berries from this garden, cash value at 25c per box is \$181.75. We never saw such berries. They are all you claim for them.

I put the value at 25c while what I sold came to 30c per quart. Valued at 30c, 727 quarts equal \$218.10.

Yours truly, Mrs. Homer D. Etherton.

Don't doubt your ability to earn a prize. This year's prize winners were just ordinary folks like you. Send your order and let's go after the big crops, big profits and a prize.

Who knows but what you may make as much as Mrs. Etherton and win the first prize too?

R.M. Kellogg Co. Three Rivers Mich.